

MBNA Follow-up (Hal Erstein)
8/26/96 (Joe Purzycki)

- Key sports Co-Branded card opportunities
 - Baseball
 - Club Corp
- Club Corp opportunity follow-up
 - Review business issue re: 250,000 card opportunities
 - MasterCard will need to volunteer money to Club Corp
 - Preferable to steer away from transaction costs
 - Preferable to help with member education
 - Proposal should be sent to MBNA for review prior to Sept. 29th meeting
- Colonial golf card idea
 - Head of colonial to be contacted regarding idea for new special card.
- '97 Budget issue
 - Activity for '97 discussed
 - MBNA should develop cost/benefit for the '96 \$5.3MM
 - '97 Budget should be finalized ASAP

MBNA Follow-up: David Nelms
8/26/96

- Purchase Protection Print
 - Consider strengthening copy including:
 - a. Direct Visa comparison
 - b. "Exclusive" Claim by MasterCard
 - c. Call to Action
- Purchase Protection Insurance/ Logistics issue
 - Waiving the \$50.00 fee (minimize liability)
 - Increase fraud protection - no liability
- Platinum Card Issues
 - MBNA wants minimum standards
 - MBNA would prefer platinum descriptors
 - MNBA request TV for MasterCard Platinum a priority
 - MasterCard management needs to be updated on rights/opportunity
 - MasterCard should consider standard, global, platinum anthem card
- Investment focus issue
 - MBNA suggest increase focus

P-0371

GOVERNMENT
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1225